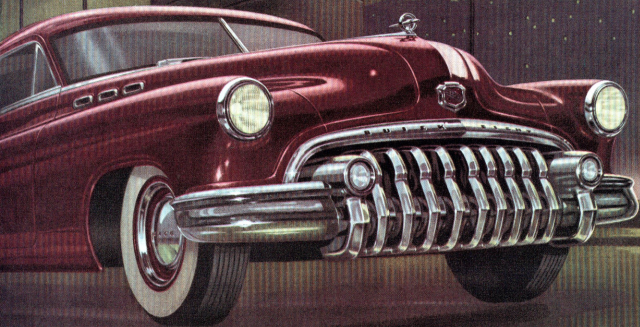
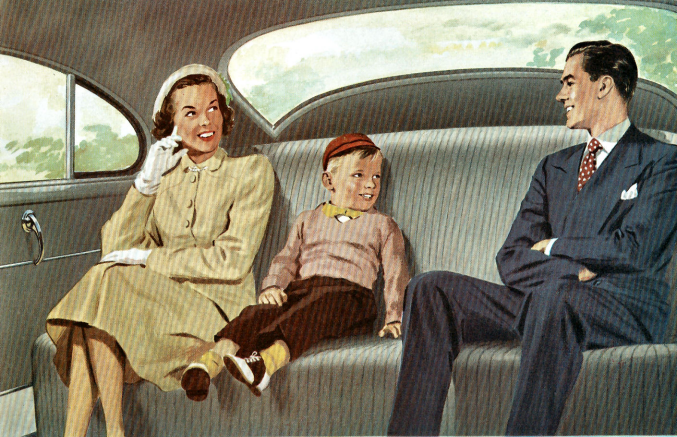


Here comes the

New BUICK SPECIAL





SHADES OF YOUR SPACIOUS SOFA! Rear-seat hiproom in the new Buick SPECIAL is 63 inches—just three inches short of the average living-room sofa's 66. Front-seat width is a generous 63.8 inches—with legroom and headroom to match, both front and rear!

"Big Car" Room and Comfort

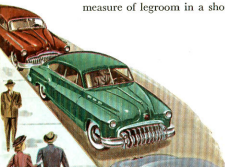
TAKE your dreams along on a tour of inspection of this beautiful Buick. For the sparkling new SPECIAL is designed with your dreams in mind—with big-car seating, steadiness, and stability in handier garaging and handling size.

Only the engineers can tell you how they could add more than twelve full inches to rear-seat hip room. Only they could explain as big a measure of legroom in a shorter car—more total

roominess than ever before available in this series—yet here, exactly that has been done!

You won't believe your eyes—but it's all true. Front and rear seats wide enough to compare with the average living-room sofa, legroom to satisfy the lankiest six-footer—all in a lower, shorter car that actually has a longer wheelbase for more riding comfort.

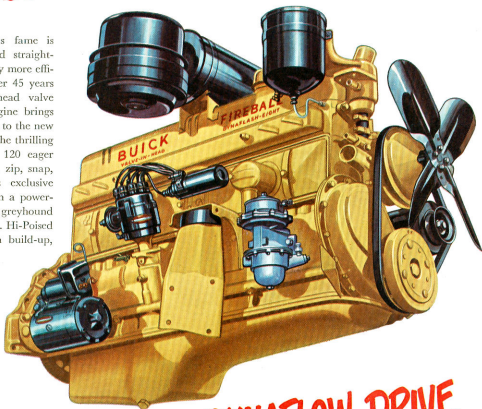
Yes, here's something really new—a big car in modest size, beautifully compact, easier to handle in traffic, easier to park and garage—and surprisingly easy to buy!



... in "Traffic-handy" size!

Fireball Power is Silent Might

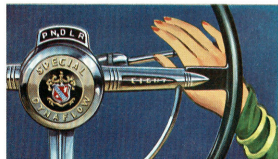
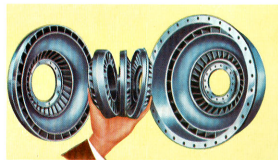
Fountainhead of Buick's fame is this Fireball valve-in-head straight-eight power plant. Basically more efficient, and bettered by over 45 years of experience with overhead valve design, this big Buick engine brings truly brilliant performance to the new SPECIAL. Here, you get the thrilling lift and surge of 110 or 120 eager horsepower, plus the extra zip, snap, and liveliness of Buick's exclusive Fireball combustion—all in a power-to-weight ratio that accents greyhound mobility and true economy. Hi-Poised mounted to end vibration build-up, and, when equipped with Dynaflo Drive, built with hydraulic valve lifters that end all tappet noise and keep valves correctly set automatically.



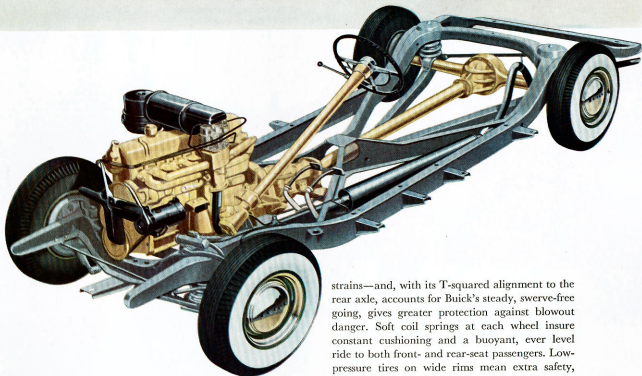
and DYNAFLOW DRIVE if you desire!

Yes, you can have the special magic of Dynaflo Drive on your new SPECIAL as optional equipment at extra cost. Hailed by outside engineers as "the biggest thing in cars since the self-starter," Dynaflo Drive brings to the lowest priced Buick the most modern transmission of the times. It eliminates not only the usual clutch pedal but also the forward gears, moving you swiftly in one unbroken velvety build-up of power, with incredible smoothness at all times. And you get surprisingly good gas mileage, because your power application is always exactly right for each condition of pull and speed.

"A touch and you go!"



Reason for Buick's Solid Steadiness



THIS is the ready-for-anything chassis that makes the SPECIAL'S going so true and steady. Note the massive X-braced frame for balanced rigidity. The full-length torque tube takes all driving thrust, frees rear springs of driving

strains—and, with its T-squared alignment to the rear axle, accounts for Buick's steady, swerve-free going, gives greater protection against blowout danger. Soft coil springs at each wheel insure constant cushioning and a buoyant, ever level ride to both front- and rear-seat passengers. Low-pressure tires on wide rims mean extra safety, extra softness. Steering is Permi-Firm, finger-tip easy. Brakes are self-energizing. And the valve-in-head Fireball engine, with its improved cooling system, carburetion, air cleaner, and host of other features, provides maximum power and economy under all driving conditions.

Specifications

Special SERIES 40

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{2}$ x $4\frac{1}{4}$ inches. Displacement, 248.1 cubic inches. Full pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), $5\frac{1}{2}$ quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap.

Water capacity, conventional transmission, 13 quarts. 14 $\frac{1}{4}$ quarts with heater. With Dynaflo Drive, 14 quarts. 15 $\frac{1}{4}$ quarts with heater.

CLUTCH AND TRANSMISSION—Crown spring, single dry-plate clutch. Facing area, 100.6 square inches. All-silent Synchro-Mesh Transmission, helical gears. Handi-shift transmission control.

DYNAFLOW DRIVE (Optional at extra cost)—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, $9\frac{1}{4}$ quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Rear axle ratio, 4.1-1. With Dynaflo Drive 3.9-1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 24 to 1 steering ratio.

FRAME—Girdler X-type frame, $6\frac{1}{2}$ x $\frac{3}{4}$ x $2\frac{1}{2}$ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12 x $1\frac{1}{4}$ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

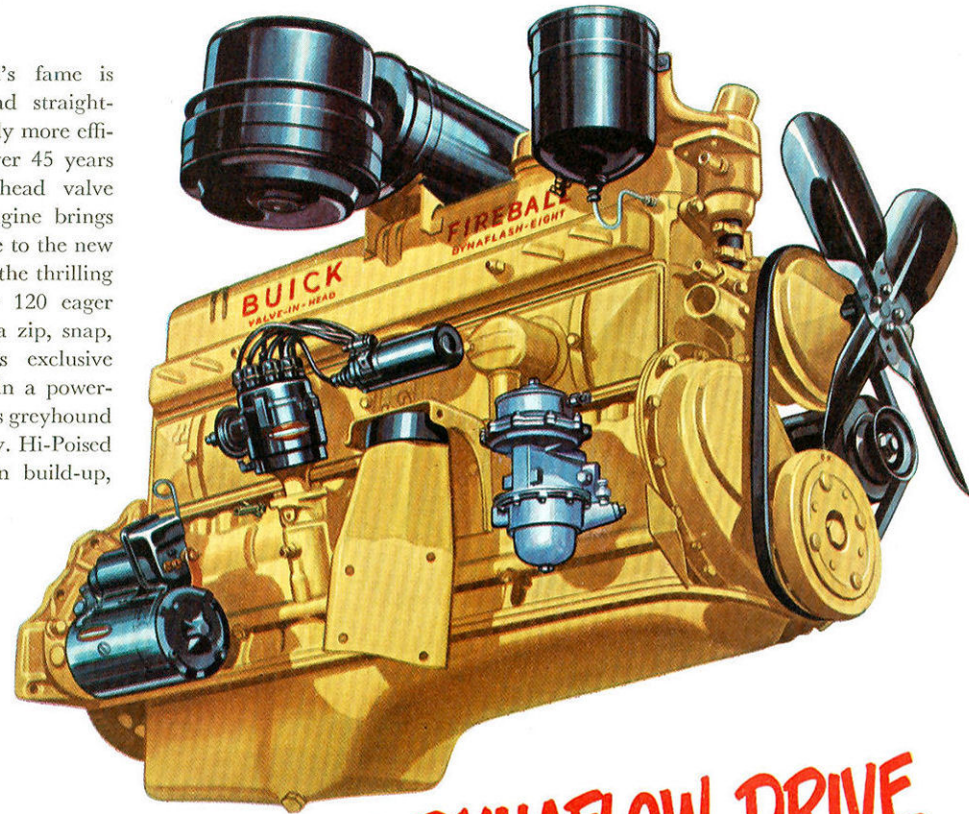
WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, 7.60-15-4 ply.

WHEELBASE—121 $\frac{1}{2}$ inches. Overall car length, 204 inches.

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Fireball Power is Silent Might

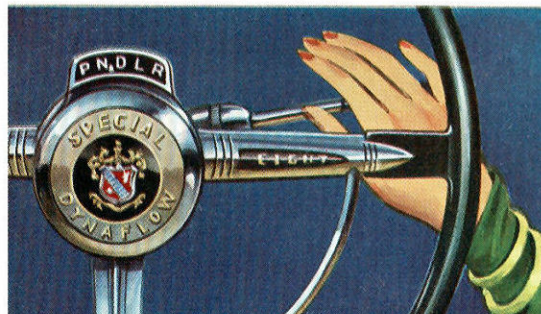
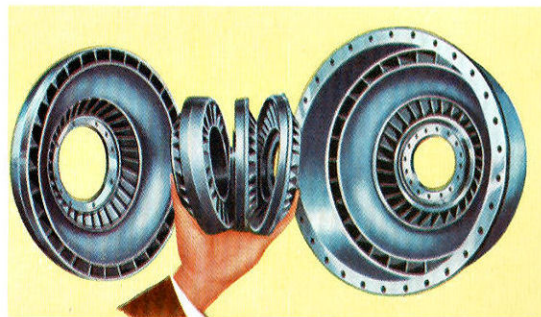
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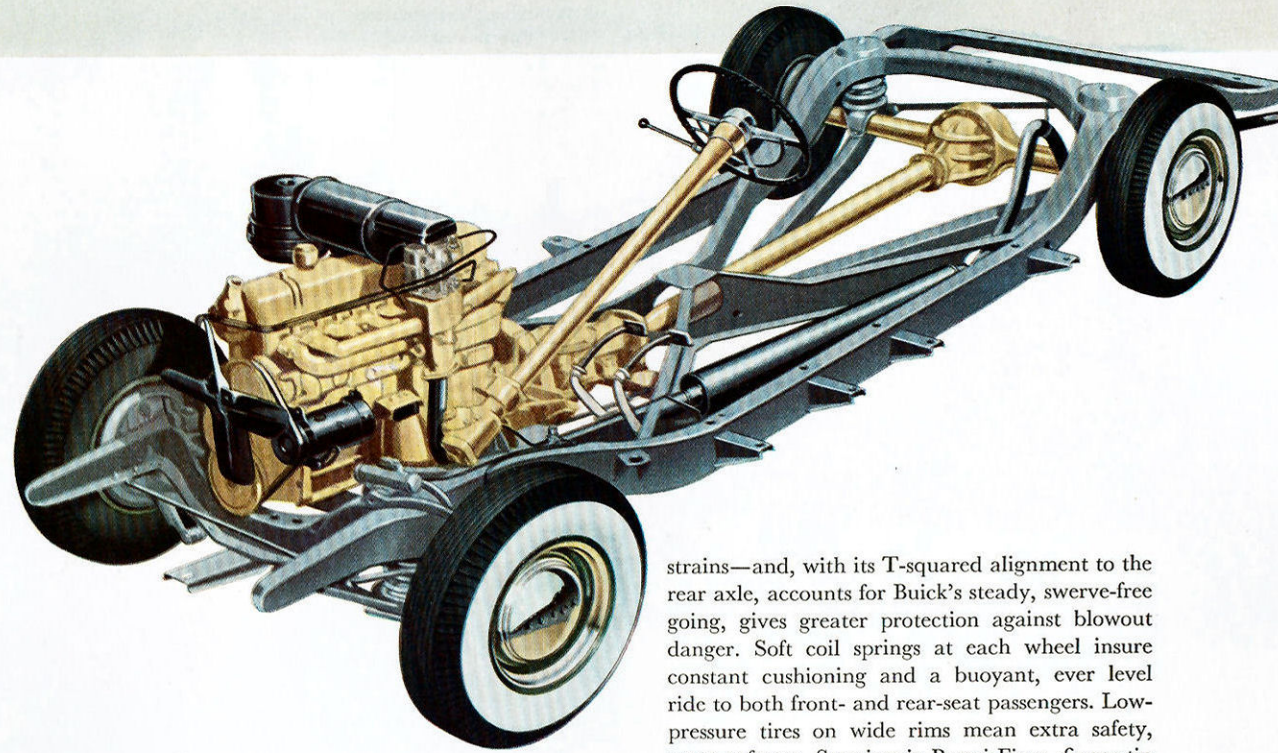
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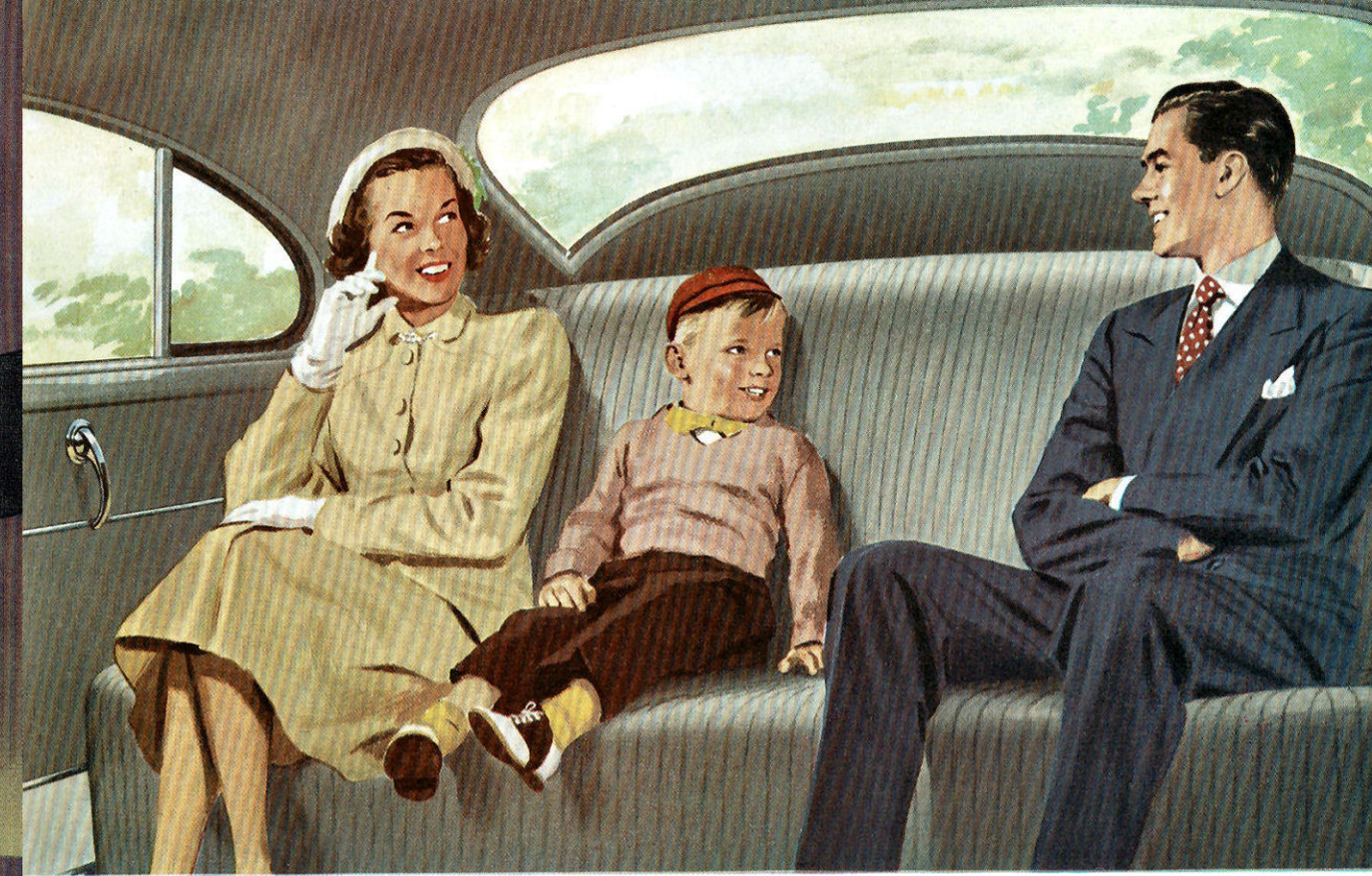
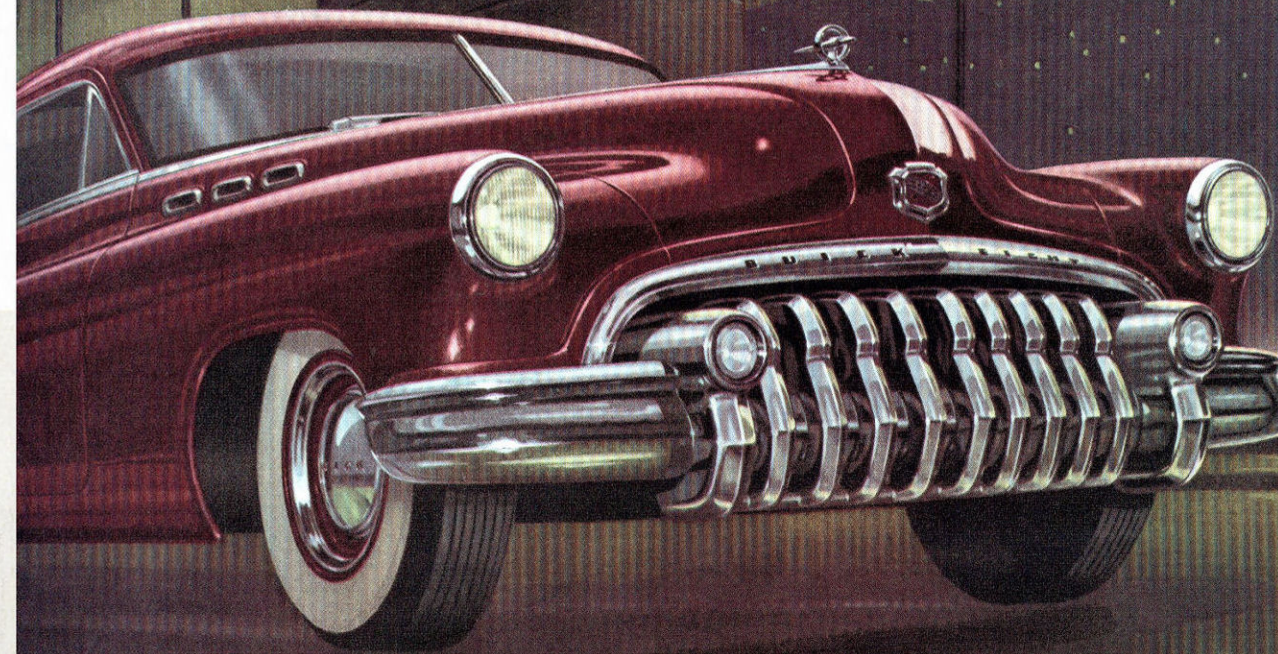
WHEELBASE—121½ inches. Overall car length, 204 inches.

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BUICK MOTOR DIVISION • General Motors Corporation • FLINT 2, MICHIGAN

SOON—7-49—PRINTED IN U.S.A. BY EVANS-WINTER-HEB INC., DETROIT

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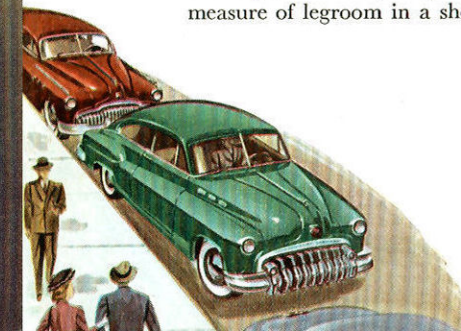
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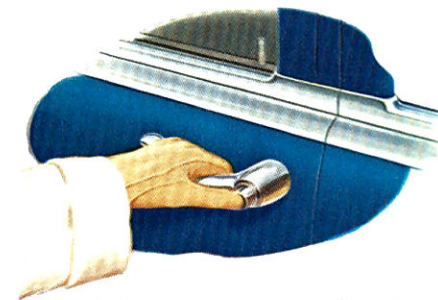
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... in "Traffic-handy" size!





YOUR VIEW IS A VISTA—You really see “something wonderful” through that huge, curved windshield—48 per cent greater glass area—and set in noticeably narrower corner posts that slim down “blind spots.” More glass area all around, too, so seeing is really relieving!

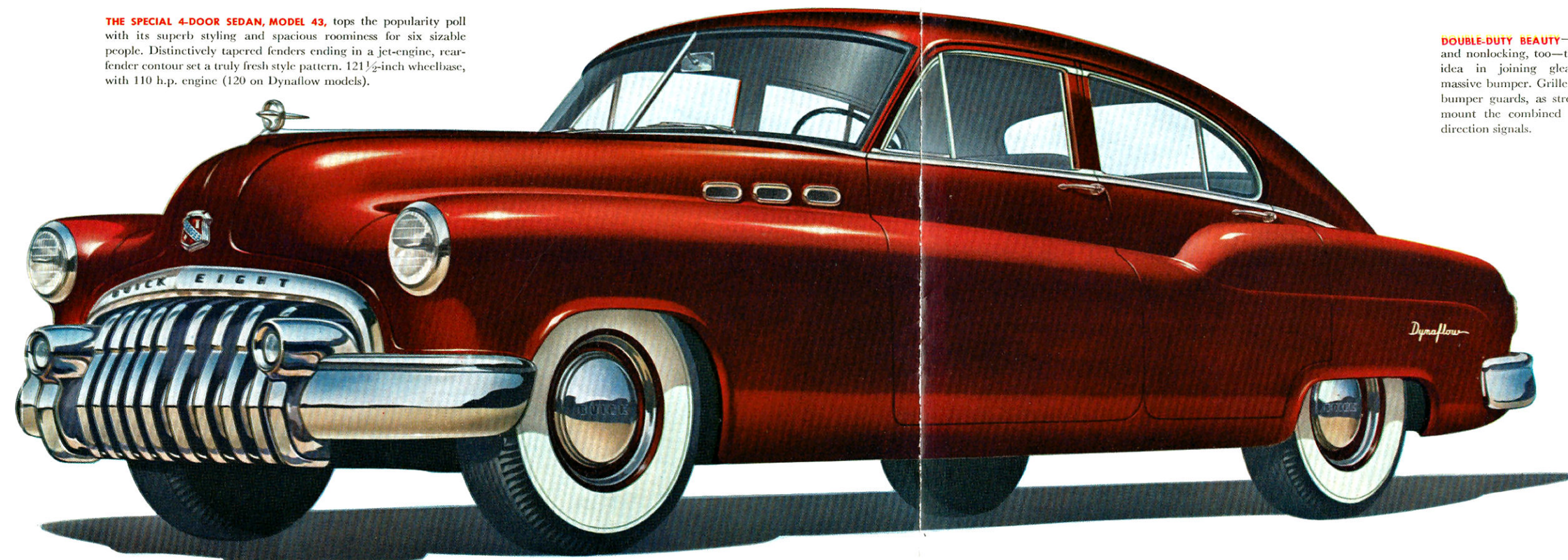


NO “CATCH” TO PUSH BUTTONS—Those are door *grips*, not handles that turn. They have no open ends to catch your cuffs. Just push a button and the door comes open easily. Stays fully open, too, for comfortable entrance and exit.



LUXURY WITH THE SPECIAL TOUCH—In addition to the flawless finish of fine fabrics and fittings that keynote the new SPECIAL'S luxurious interiors, there's king-size *extra* storage space in the business coupe for the traveling man's kits and cases and other working needs.

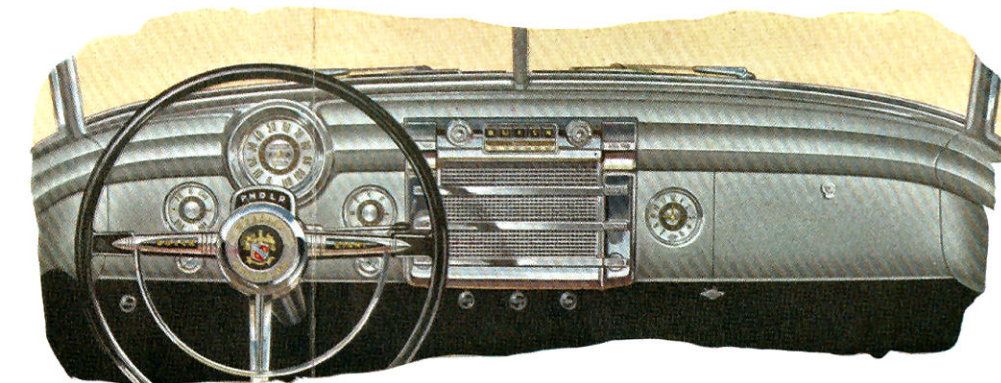
THE SPECIAL 4-DOOR SEDAN, MODEL 43, tops the popularity poll with its superb styling and spacious roominess for six sizable people. Distinctively tapered fenders ending in a jet-engine, rear-fender contour set a truly fresh style pattern. 121½-inch wheelbase, with 110 h.p. engine (120 on Dynaflo models).



DOUBLE-DUTY BEAUTY—Better to look at, and nonlocking, too—that's the SPECIAL idea in joining gleaming grille with massive bumper. Grille bars are additional bumper guards, as strong as those which mount the combined parking lights and direction signals.



YOU PILOT FROM THIS SMART PANEL—Jewel-like instruments grouped directly before you for quick sighting through the three-spoke steering wheel. Glareless indirect lighting. Clock is set and adjusted by outside controls.

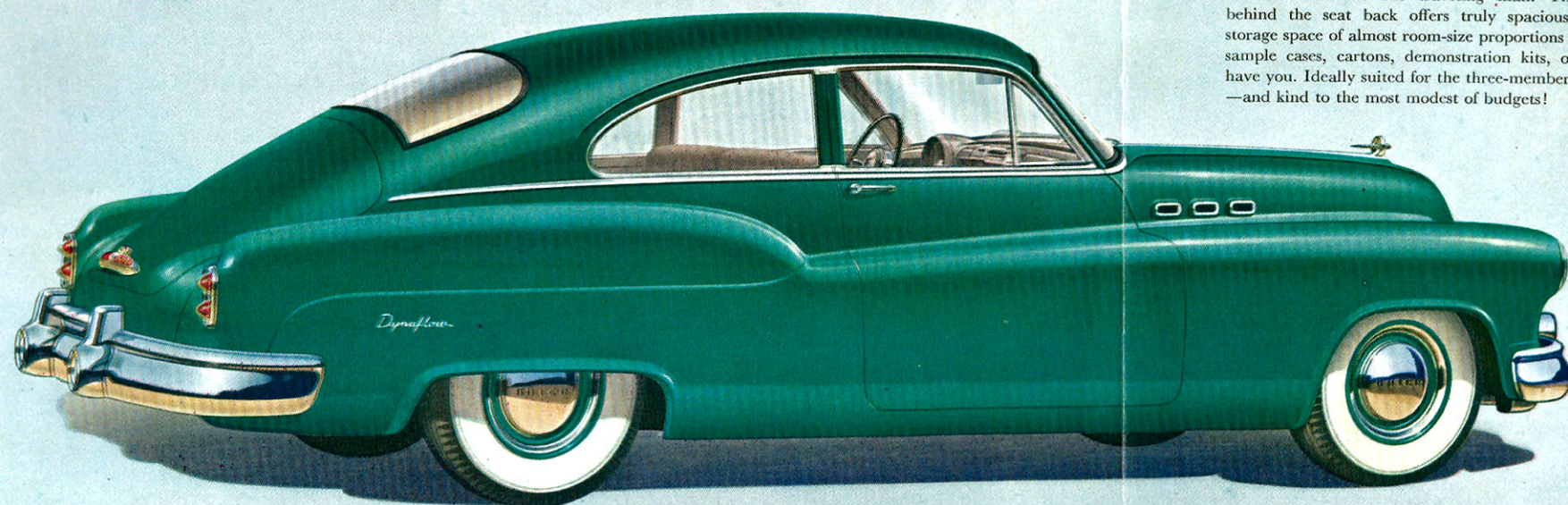


LOVELY VIEW—WITH ROOM! Husky and handsome in farewell. Massive wrap-around bumper, and optional backup lights built right into the bumper guards—the new SPECIAL'S rear end hides a surprising amount of storage space in its spacious luggage compartment.



JUST TURN THE KEY AND LIFT

—You'll have free and easy access to the family-size luggage compartment without even turning a handle—thanks to the new trunk lid lock. To open, you simply turn the key and lift the lid. To close, just lower the lid and . . . click . . . it's locked automatically, without the use of a key.



THE SPECIAL BUSINESS COUPE, MODEL 46, is a big and beautiful boon to the traveling man. The area behind the seat back offers truly spacious, extra storage space of almost room-size proportions to hold sample cases, cartons, demonstration kits, or what have you. Ideally suited for the three-member family—and kind to the most modest of budgets!

the New Buick Special*

... a “big car” built to fit the modest family garage and a modest family budget!

FEAST your eyes on the most eagerly awaited car ever to bear the name Buick. For here you step into a new world of automotive bigness, beauty, and brawn—all packaged into a compact car at a compact price.

Here, in this handy-sized, thrifty-priced husky, is the tapered sweep of jet-engine fender lines. Here is amazing roominess in a shorter car more easily maneuvered. Here, matched only by its economy, is the breathtaking per-

formance of 110 Fireball horsepower—and stepped up to a flashing 120 on Dynaflo models. Here is the incomparable luxury of the Buick ride, the solid feel of Buick steadiness and stability, the true economy of Buick durability, the lordly bearing of Buick Body by Fisher.

Here, in gorgeous dress and modest size, is the new Buick SPECIAL that challenges even the lowest priced eights as the biggest buy of the times!

THE SPECIAL SEDANET, MODEL 46-S, combines typical Buick massiveness with the full grace of tapered and flowing lines. Here, you have sedan seating room with coupe companionability, while the security of two-door design makes this model ideal for a family with youngsters. Ideal in value, too, with a price that will baby your budget!

